

ORDER



Orders
Order / Rev: 713072
Alt Order #: 06311389
Product Desc: PRTOECT FL TAXPAYERS
Estimate:
Flight Dates: 10/22/12 - 11/02/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Protect Florida Taxpayers
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Issue/Ballo
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	51	\$8,300.00	\$7,055.00
10/29/12	11/02/12	35	\$4,600.00	\$3,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$8,300.00	\$7,055.00	0.00
November 2012	35	\$4,600.00	\$3,910.00	0.00
Totals	86	\$12,900.00	\$10,965.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$12,900.00
Market	100%	\$184,285.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$9,214.29
WCWJ	0%	\$0.00
WJXT	46%	\$84,771.43
WTEV	15%	\$27,642.86
WTLV	27%	\$49,757.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/22/12	11/02/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			5			\$100.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			5			\$100.00		0.00			
2	WJXX	10/22/12	11/02/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	5	\$130.00	P-3	0.00	NM	10	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			5			\$130.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			5			\$130.00		0.00			
3	WJXX	10/22/12	11/02/12	M-F 12P-1P	CM	M-F 12-1P	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	10	\$700.00

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 Flight Dates: 10/22/12 - 11/02/12

Advertiser: Protect Florida Taxpayers
 Product Desc: PRTOECT FL TAXPAYERS
 Estimate: WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12P-1P		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		5			\$70.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--		5			\$70.00		0.00				
4	WJXX	10/22/12	11/02/12	FCN News at 5pm	CM	M-F 5p-5:30p	MTWTF--	:30	5	\$95.00	P-3	0.00	NM	10	\$950.00
				M-F 5-5:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		5			\$95.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--		5			\$95.00		0.00				
5	WJXX	10/22/12	11/02/12	FCN News at 5:30	CM	M-F 5:30p-6p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	10	\$1,250.00
				M-F 5:30-6pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		5			\$125.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--		5			\$125.00		0.00				
6	WJXX	10/22/12	11/02/12	FCN News at 6	CM	M-F 6p-6:30p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
				M-F 6-6:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		5			\$150.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--		5			\$150.00		0.00				
7	WJXX	10/22/12	11/02/12	Extra	CM	M-F 7:30p-8p	MTWTF--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00
				M-F 7:30-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		5			\$250.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--		5			\$250.00		0.00				
8	WJXX	10/22/12	10/28/12	FCN News at 11pm	CM	M-Su 11p-11:35p	MTWTFSS	:30	7	\$275.00	P-3	0.00	NM	7	\$1,925.00
				M-Su 11-11:35p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTFSS		7			\$275.00		0.00				
9	WJXX	10/22/12	10/26/12	FCN News at 11pm	CM	M-Su 11p-11:35p	MTWTF--	:30	5	\$275.00	P-3	0.00	NM	5	\$1,375.00
				M-Su 11-11:35p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		5			\$275.00		0.00				
10	WJXX	10/27/12	10/27/12	GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				GMA Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$100.00		0.00				
11	WJXX	10/27/12	10/27/12	FCN Sat News at 6:30	CM	Sat FCN News We-	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
				Sat 6:30-7p/7p news after footba											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$180.00		0.00				
12	WJXX	10/28/12	10/28/12	GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
				GMJ Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$60.00		0.00				
13	WJXX	10/28/12	10/28/12	First Coast News On Poi	CM	First Coast News C-	-----S	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
				First Coast News On Point											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$60.00		0.00				
													Totals	86	\$12,900.00